



TIMES
AEROSPACE

In association with:



2021 **DIGITAL ADVERTISING OPTIONS**

DIGITAL ADVERTISING THAT DELIVERS RESULTS

Over the past year online engagement has grown significantly and we're seeing record numbers visiting our websites, opening our emails and clicking on advertising.

To meet the demand, we are excited to launch a series of digital initiatives:

New website

A completely new website, www.timesaerospace.aero, will launch during September 2021, replacing the current Arabian Aerospace and Africa Aerospace sites. The new site is using the latest best practice and makes the content accessible in a way it has never been before. It is also optimised for all devices.

Partnership with Tarsus Group

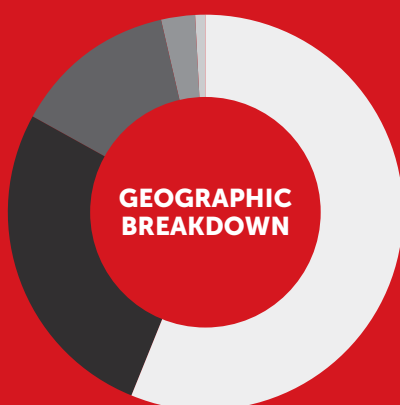
Times Aerospace is partnering with Tarsus Group, the organiser of some of the leading aerospace events in the Middle East, including the Dubai Airshow, MEBA, Aircraft Interiors Middle East and the Global Aerospace Summit. We will be combining our databases, providing unprecedented access to reach the leaders in the industry. Online advertising will also run across the event websites.

Digital advertising packages

We have analysed results from our own digital campaigns and have created packages that combine multiple channels to ensure the best possible return. Everything is based on results, so impressions, clicks and views included in the packages are guaranteed.

Take a look at our banner, video and social packages on the next pages and contact us at sales@timesaerospace.aero to discuss options that are right for you.

ONLINE AUDIENCE (130,000+)



Middle East	45%
Europe	21%
The Americas	20%
Asia	11%
Africa	2%
Oceania	1%



GCC countries	95%
Other	5%



North Africa	54%
Sub-Saharan Africa	46%

BANNER PACKAGES

Online advertising is immediate, cost-effective and measurable. Ads are displayed across a vast network, including our own website, selected event websites as well as any sites using Google ads.

All packages include:

- Display ads on our website as well as selected event websites including the Dubai Airshow. The number of impressions is guaranteed.
- Banner ads on our newsletter, distributed to over 130,000 people every week.
- Retargeting clicks across the Google ad network. The number of clicks is guaranteed.

STANDARD	ENHANCED	PREMIUM
2,500 banner impressions (super leaderboard size)	5,000 banner impressions (MPU size)	15,000 banner impressions (MPU size)
Banner in lower position on Times Aerospace newsletter (1 week)	Banner in middle position on Times Aerospace newsletter (2 weeks)	Banner in higher position on Times Aerospace newsletter (8 weeks)
1,000 retargeting clicks	2,500 retargeting clicks	7,000 retargeting clicks
\$3,950	\$6,450	\$12,950

Please note all elements of campaign will run at the same time.

How does retargeting through Google work?

When someone visits our websites a Google tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest).

When the same person visits any other website on the Google ad network (over 2 million) they can be shown relevant advertising.

Google tracking codes are implemented on the following sites:

- www.timesaerospace.aero
- www.dubaiairshow.aero
- www.mebaa.aero
- www.aime.aero

Custom options

The packages above were created as a simple, but effective way of reaching a large audience across a variety of channels. However, we often create custom campaigns based on a client's specific objectives.

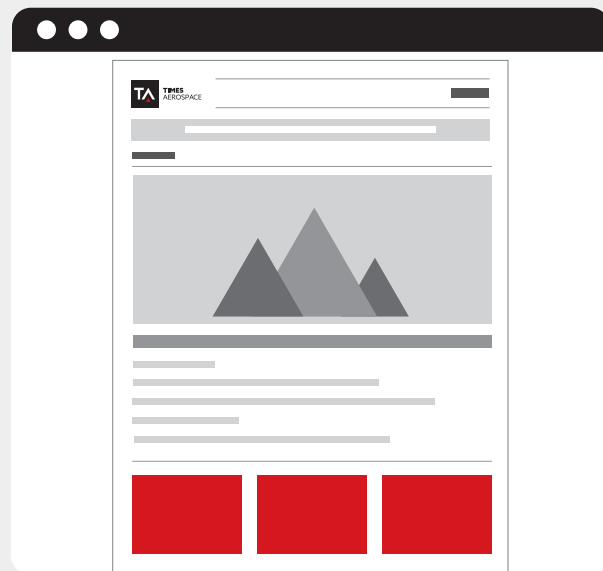
Contact us today at sales@timesaerospace.aero to discuss the best advertising package for you.

BANNER PACKAGES



BANNER IMPRESSIONS

Display ads on our website as well as selected event websites including the Dubai Airshow. The number of impressions is guaranteed.



NEWSLETTER

Banner ads on our newsletter, distributed to over 130,000 people every week.



RETARGETING CLICKS

Retargeting clicks across the Google ad network. The number of clicks is guaranteed.

VIDEO PACKAGES

Video is one of the most effective ways of telling potential clients about your products or services. Hours watched per week increased by 120% since March 2020 and 69% of buyers prefer a short video over any other kind of content.

All packages include:

- Video added to Times Aerospace's YouTube channel.
- Video added to Times Aerospace website.
- Video included in weekly newsletter.
- Retargeting ads on YouTube. The number of views (excluding skips) is guaranteed.

STANDARD	ENHANCED	PREMIUM
Video added to Times Aerospace YouTube channel	Video added to Times Aerospace YouTube channel	Video added to Times Aerospace YouTube channel
Video added to Times Aerospace website	Video added to Times Aerospace website	Video added to Times Aerospace website
Included in Times Aerospace newsletter	Included in Times Aerospace newsletter	Included in Times Aerospace newsletter
5,000 retargeting views	10,000 retargeting views	25,000 retargeting views
\$3,950	\$6,450	\$12,950

Please note all elements of campaign will run at the same time.

How does retargeting through YouTube work?

When someone visits our websites a Google/YouTube tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest). This includes activity on YouTube, including viewing, liking or sharing certain videos.

When the same person visits YouTube (or its partner video sites) they can be shown relevant video advertising.

Google/YouTube tracking codes are implemented on the following sites:

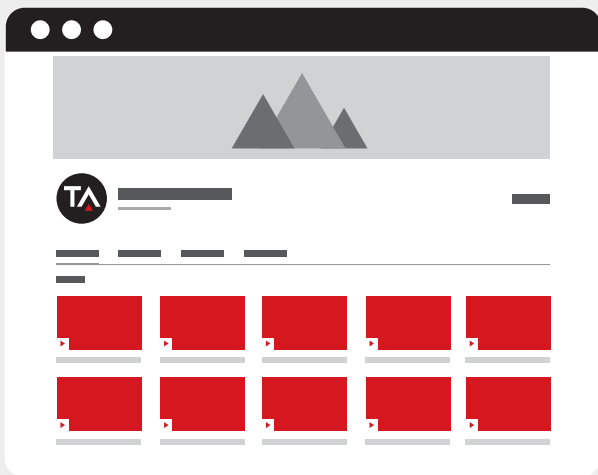
- www.timesaerospace.aero
- www.dubaiirshow.aero
- www.mebaa.aero
- www.aime.aero

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VIDEO PACKAGES



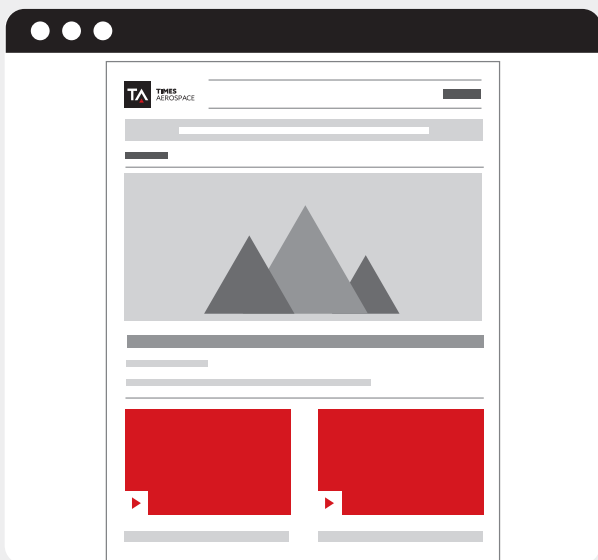
YOUTUBE CHANNEL

Video added to Times Aerospace's YouTube channel.



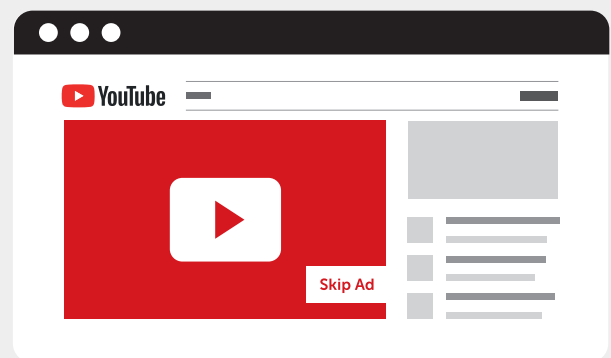
TIMES AEROSPACE SITE

Video added to Times Aerospace website.



NEWSLETTER

Video included in weekly newsletter.



RETARGETING VIEWS

Retargeting ads on YouTube. The number of views (excluding skips) is guaranteed.

SOCIAL PACKAGES

As the use of social media for work and for personal reasons become increasingly blurred, B2B marketers are increasing their advertising spend on these platforms. Social media advertising is much more prominent (often disguised as posts) allowing for increased branding opportunities.

All packages include:

- Organic post(s) on Twitter.
- Retargeting ads on Facebook and Instagram. After people visit any of our aerospace sites, they are served advertising on Facebook and Instagram. The number of clicks is guaranteed.

STANDARD	ENHANCED	PREMIUM
<p>1x Twitter post from Times Aerospace</p> <p>5,000 retargeting clicks</p> <p>\$3,950</p>	<p>1x LinkedIn post from Times Aerospace</p> <p>1x Instagram posts from Times Aerospace</p> <p>2x Twitter posts from Times Aerospace</p> <p>750 retargeting clicks</p> <p>\$6,450</p>	<p>3x LinkedIn posts from Times Aerospace</p> <p>3x Instagram posts from Times Aerospace</p> <p>3x Twitter posts from Times Aerospace</p> <p>2,500 retargeting clicks</p> <p>\$12,950</p>

Please note all elements of campaign will run at the same time.

How does retargeting through Facebook work?

When someone visits our websites a Facebook tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest).

When the same person views visits Facebook or Instagram they can be shown relevant advertising.

Facebook tracking codes are implemented on the following sites:

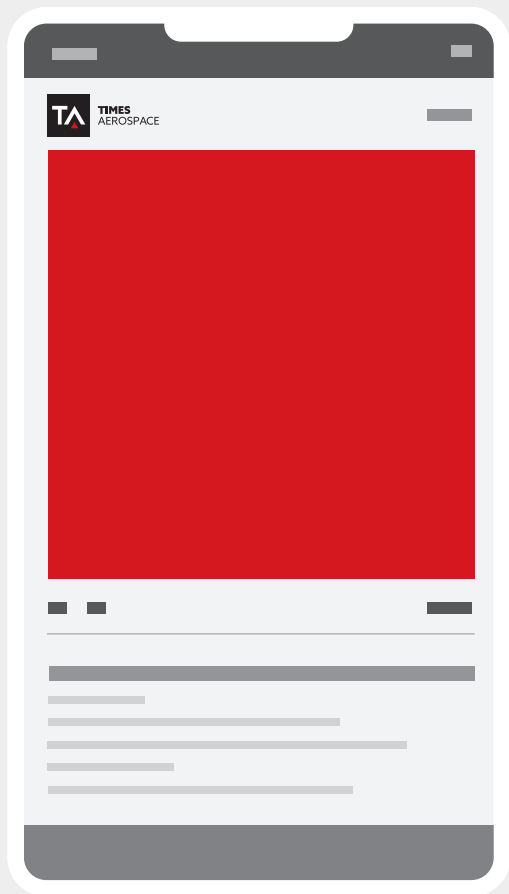
- www.timesaerospace.aero
- www.dubaiairshow.aero
- www.mebaa.aero
- www.aime.aero

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SOCIAL PACKAGES



TWITTER
Post(s) on Twitter

RETARGETING CLICKS

Retargeting ads on Facebook and Instagram. After people visit any of our aerospace sites, they are served advertising on Facebook and Instagram. The number of clicks is guaranteed.

